

1 **IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

2 Serial No.
 3 Filing Date
 4 Confirmation No.
 5 Inventorship Danker
 6 Applicant Microsoft Corporation
 7 Group Art Unit
 8 Examiner
 9 Attorney's Docket No. MS1-1879US
 10 Title: Targeted Advertising in Conjunction with On-Demand Media Content

11 **INFORMATION DISCLOSURE STATEMENT**

12 *References -- See Attached Form PTO-1449*

13 **REMARKS**

14 The citations listed, copies attached, are submitted in compliance with the
 15 duty of disclosure defined in 37 CFR §1.56. The Examiner is requested to make
 16 these citations of official record in this application.

17 Respectfully Submitted,

18 Date: 3/24/04

19 By: Kayla D. Brant
 20 Kayla D. Brant
 21 Reg. No. 46,576

Please type a plus sign (+) inside this box →

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Substitute for form 1449B/PTO INFORMATION DISCLOSURE STATEMENT BY APPLICANT <i>(use as many sheets as necessary)</i>				Complete if Known	
				Application Number	
				Filing Date	
				First Named Inventor	Danker
				Group Art Unit	
				Examiner Name	
Sheet	2	of	2	Attorney Docket Number	MS1-1879US

[illegible]

Examiner Signature	/Joshua Taylor/	Date Considered	04/12/2008
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*EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant.

¹ Unique citation designation number. ² Applicant is to place a check mark here if English language Translation is attached.

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